

INTERNET

## Audi mixes service with promotion in branded WiFi networks

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2017 Audi A4

By STAFF REPORTS

German automaker Audi is connecting consumers to get the word out about its A4 at the New York International Auto Show this week.

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The brand will be offering free WiFi networks to attendees, the names of which broadcast some of the highlights of the models along with some digs at BMW's 328i and Mercedes' C300. This gives Audi a way to naturally open a conversation with consumers about its vehicle, approaching them with a functional placement rather than an overtly promotional ad.

Finding service

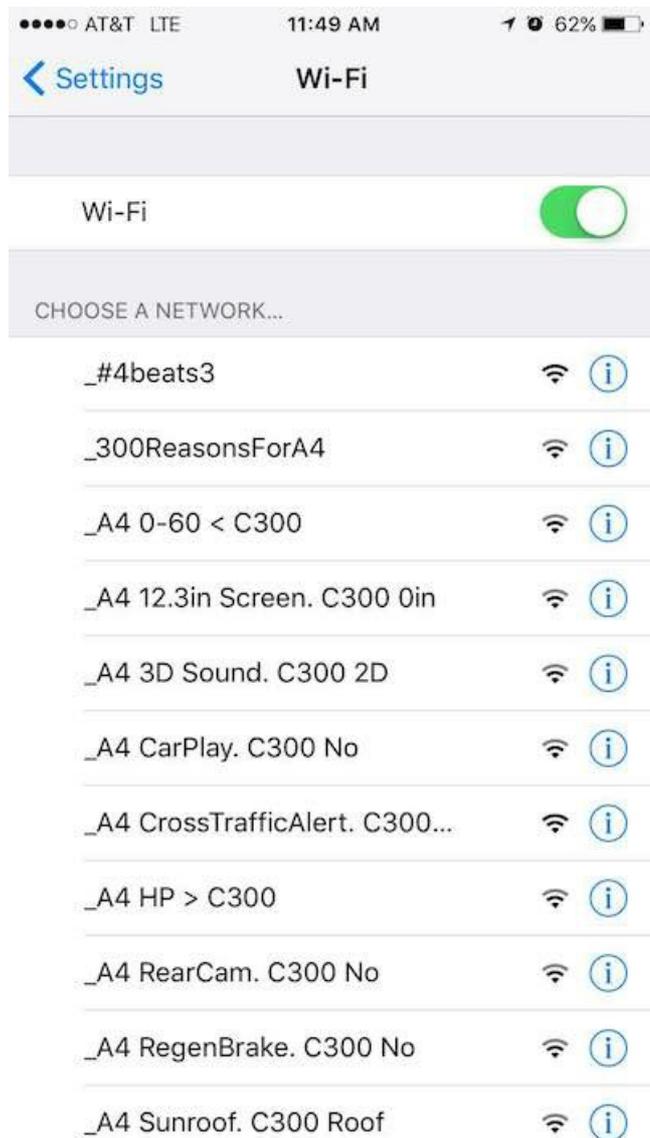
Audi will be running at least 10 networks at a time, the names of which will change throughout the show.



Audi's WiFi at the New York Auto Show

In a mock up of the list of WiFi networks, names include "328 reasons to choose A4" and mentions of the A4's greater torque and horsepower than the BMW rival. While the BMW 3 series and the Mercedes C300 are the traditional choices in the category, Audi wanted to get the word out that its A4 has exceeded these models in key aspects, such as technology and acceleration.

Agency Muh-tay-zik | Hof-fer, who is behind the stunt, said Audi wanted to take its competition head-on.



### *Examples of Audi WiFi networks*

It is often difficult for auto show attendees to find an accessible WiFi network, as accounts are often password protected. Providing a strong connection for those at the show will likely be a welcome service.

Currently in press days, the New York Auto Show will open to the public on March 25, running through April 3.

Those in the automotive industry frequently jab playfully at one another.

For instance, Jaguar USA took aim at Mercedes-Benz's Magic Body Control television spot with a jocular commercial that pitted a chicken against a jaguar.

The original Mercedes commercial showed a few chickens dancing in the air under the direction of human hands, which was supposed to be an analogy for the brand's new body control feature. Without context Jaguar's commercial seemed like a bizarre challenge to Mercedes-Benz, but, for viewers privy to Mercedes-Benz' original, the parody gained humorous clarity ([see story](#)).